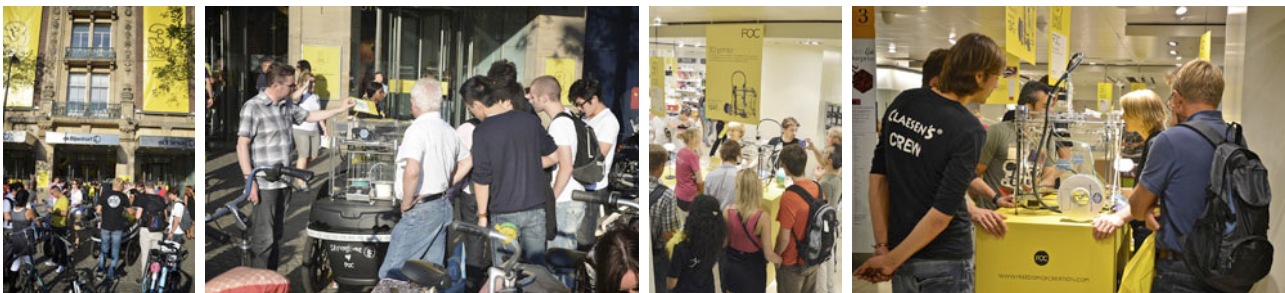


“Drie Dwaze Dagen” (Three Crazy Days) at de Bijenkorf department stores

Freedom Of Creation proudly presents: Live 3D printing, many amazing design items on sale and the possibility to acquire your own 3D printer

(for information and image requests regarding Freedom Of Creation and its products, contact: foc-press@bt-media.net)



Freedom Of Creation at de Bijenkorf's during “Drie Dwaze Dagen”.

Amsterdam, October 14, 2011. Freedom Of Creation, pioneer 3D printed design, has participated in the “Drie Dwaze Dagen” (Three Crazy Days) at nine different de Bijenkorf department stores. The yearly sales event held by The Netherlands’ major department store has promoted lifestyle and luxury goods at special prices, to over a million of in store visitors during the 3 days.

Main attraction of the sales event participated by Freedom Of Creation has been the availability of a version of a 3D printer (see below), ideal for the everyday use of “ordinary” people. The Dutch brand for 3D printed design, Freedom Of Creation, has also sold its charming Palm table lamp (see description and image preview below) and a series of pieces coming from the trendsetting Freedom Of Creation jewellery collection (see description and image preview below).

Have a look at the 3D printer here:

<http://www.vimeo.com/29480413>

<http://www.vimeo.com/29434725>

Learn more about the “Drie Dwaze Dagen”

<http://www.debijenkorf.nl/evenementen>



- **RapMan™**, 3D printer by **3D Systems**

The award winning RapMan 3.1 3D printer kit is the perfect solution for hobbyists. Requiring self-assembly, it is an ultimate diy and learning experience and homemade 3D printing, alike!



- Palm table lamp, design: Janne Kyttänen
Uncountable, delicate petals, with light flooding through and around them, compose the shade of Palm lamp. Available as a floor or table lamp and with the suspension lamp available in four different sizes, Palm is an ideal range for coordinated lighting in small and big environments.



- Reality Check, ring, design: Freedom Of Creation Talent Josien Pieters 2010
“Reality Check” is a composable ring by Josien Pieters, winning project of the first FOC Talents competition brief created by jewellery designer Ted Noten in early 2010. The challenge for the Freedom Of Creation Talents was, to develop a new wedding ring design showing a research into the phenomenon of wedding rings throughout history and different cultures, and for which 3D Printing is the only option for its realization. The jury praised Josien’s witty approach to marriage and how she has translated both the historic Claddagh symbolism and today’s marriage reality into a playful ring. The ring, consisting of 3 pieces, can be worn in different configurations. Just like the historic Claddagh ring each item of ‘Reality Check’ is a symbol for marital status, allowing the wearer to communicate this to the outside world.



- Spring Bracelet, design: Freedom Of Creation Talent Jan Kochanski 2011
Winner of the Talents competition with a brief by star designer Karim Rashid, Spring bracelet is available in two different sizes and colours (red, grey sparkle). Made with laser sintered nylon or alumide, it features a complex yet charming “spring” shape, suitable for both men and women. The jury has awarded this bracelet with the first prize of the Freedom Of Creation Talents competition, evidencing the “...complexity of the design, in which we can see a similarity to the sensual and ornamental works of Karim, yet with a personal interpretation.”



- M Bracelet, design: Freedom Of Creation Talent Ionut Predescu 2011

An uncountable number of complex double rings composes M Bracelet by Ionut Predescu, conceived on occasion of a recent Talents competition with a brief by star designer Karim Rashid.



- Superkitsch Ring, design: Freedom Of Creation Talent Lionel Dean 2011
- The Superkitsch ring is an amazing piece revealing Lionel Dean's love for detail and ironic views on the world. Handcuffs and chains are just two of the items composing this spectacular ring.



- Two-gether ring, design: Freedom Of Creation Talent Studio Mango 2010

Two-gether ring is one of the numerous results of the very first FOC Talents competition with a brief by Ted Noten. The outcome of the "wedding ring" contest in this case is an object composed by two communicating figures, gently touching each other and linked by a strong chain closing the ring.

About Freedom Of Creation - www.freedomofcreation.com

Freedom Of Creation, a company of the 3D Systems Group, believes in a future where data is the design product, and where products are distributed in the same way images and music travel through the internet today. FOC visions a future where storage is virtual, and the materials used for creating tangible products can be recycled and reused for any future creation people's hearts desire. FOC's work has something revolutionary, its products and services are part of a new movement that is changing the world. The journey of FOC started in 2000 with creating products for interior design. The company has come a long way and is now spreading the Freedom Of Creation message to a vast selection of clients in all areas of product development all around the globe.

About 3D Systems Corporation

3D Systems is a leading provider of 3D content-to-print solutions including 3D printers, print materials and on-demand custom parts services for professionals and consumers alike. The company also provides creative content development, design productivity tools and curation services and downloads. Its expertly integrated solutions replace, displace and complement traditional methods and reduce the time and cost of designing new products by printing real parts directly from digital input. These solutions are used to rapidly design, communicate, prototype and produce functional parts, empowering its customers to create with confidence.

More information on the company is available at www.3DSystems.com.

To experience 3D Systems' entire range of 3D content-to-print products and services please visit www.printin3D.com, www.toptobottomdental.com, www.3Dproparts.com, www.quickparts.com, www.alibre.com, www.bitsfrombytes.com, www.The3dStudio.com, www.freedomofcreation.com, blog.3dsystems.com, or via email at moreinfo@3dsystems.com.

About de Bijenkorf

de Bijenkorf, the leading, premium department store of The Netherlands, has been a strong brand for 140 years. The Three Crazy Days sales event launched in 1984 was an overwhelming success that is repeated each year at the end of September. de Bijenkorf is part of the Selfridges Group Limited and has flagships stores in Amsterdam, Rotterdam and The Hague, hosting high-profile showcases and inspirational events. de Bijenkorf has a passion for customers and makes every visit an experience.

More information is available at www.debijenkorf.nl.

###

For further editorial information, including requests for high resolution images, please contact the FOC Press Office at: foc-press@bt-media.net